

## CONTRACT

286



**WLS-TV**  
**190 North State Street**  
**Chicago, IL 60601**  
**(312) 750-7777**

**ABC 7 CHICAGO**

<http://abc7local.go.com/wls>

And:

**Strategic Media Services, Inc.**  
**1911 North Fort Myer Drive**  
**Arlington, VA 22209**

<b>Contract / Revision</b> 151286 /		<b>Alt Order #</b> WOC10487292
<b>Product</b> JERRY LONG HD76/HRO		
<b>Contract Dates</b> 10/18/16 - 10/24/16	<b>Estimate #</b> 2199	
<b>Advertiser</b> Elect Jerry Long		<b>Original Date / Revision</b> 10/17/16 / 10/19/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WLS-TV	<b>Account Executive</b> Dee Parker	<b>Sales Office</b> Philadelphia NT
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b>	<b>Advertiser Code</b> 138	<b>Product 1/2</b> 167
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLS	10/19/16	10/21/16	ABC7 News @ 5a M-F	5a-6a		:30				NM	3	\$2,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	--111--				3	\$760.00				
N 2	WLS	10/24/16	10/24/16	ABC7 News @ 5a M-F	5a-6a		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	1-----				1	\$760.00				
N 3	WLS	10/18/16	10/21/16	ABC7 News @ M-F 6a	6a-7a		:30				NM	4	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-1111--				4	\$1,425.00				
N 4	WLS	10/24/16	10/24/16	ABC7 News @ M-F 6a	6:00 AM-7:00 AM		:30				NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	1-----				1	\$1,520.00				
N 5	WLS	10/18/16	10/21/16	GMA M-F 7-9a	7a-9a		:30				NM	3	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-11-1--				3	\$1,425.00				
N 6	WLS	10/24/16	10/24/16	GMA M-F 7-9a	7a-9a		:30				NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	1-----				1	\$1,520.00				
N 7	WLS	10/23/16	10/23/16	ABC7 News Su @ 6a	6a-7a		:30				NM	1	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----1				1	\$570.00				
N 8	WLS	10/22/16	10/22/16	GMA Sa 7-8a	7a-8a		:30				NM	1	\$1,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----1-				1	\$1,330.00				
N 9	WLS	10/23/16	10/23/16	ABC7 News Su 5a	5a-6a		:30				NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----1				1	\$285.00				
N 10	WLS	10/22/16	10/22/16	ABC7 News Sa 5a-6a	5a-6a		:30				NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----1-				1	\$240.00				
N 11	WLS	10/23/16	10/23/16	GMA Su 7-8a	7a-8a		:30				NM	1	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/17/16	10/23/16	-----1				1	\$1,140.00				
N 12	WLS	10/23/16	10/23/16	This Week Su 10-11a	10:00 AM-11:00 AM		:30				NM	1	\$4,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 151286 /		<u>Alt Order #</u> WOC10487292
<u>Contract Dates</u> 10/18/16 - 10/24/16	<u>Product</u> JERRY LONG HD76/HR	<u>Estimate #</u> 2199
<u>Advertiser</u> Elect Jerry Long		<u>Original Date / Revision</u> 10/17/16 / 10/19/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$4,000.00				
N 13	WLS	10/22/16	10/22/16	ABC7 News Sa @ 6a	6a-7a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$600.00				
N 14	WLS	10/22/16	10/22/16	8a-10a Sa Local news	8a-10a		:30				NM	1	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$1,140.00				
N 15	WLS	10/23/16	10/23/16	ABC7 News Su @ 8a	8a-10a		:30				NM	1	\$1,045.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$1,045.00				
N 16	WLS	10/18/16	10/21/16	ABC7 News @ 4p M-F	4p-5p		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1111--				4	\$1,000.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WLS	10/17/16-10/23/16	ABC7 News @ 4p M-F	4p-5p	-TuWThF----	:30		<del>\$1,000.00</del>		NM		
	Credited												
	3	WLS	10/17/16-10/23/16	ABC7 News @ 4p M-F	4p-5p	-TuWThF----	:30		<del>\$1,000.00</del>		NM		
	Credited												
N 17	WLS	10/24/16	10/24/16	ABC7 News @ 4p M-F	4p-5p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$1,000.00				
N 18	WLS	10/18/16	10/21/16	ABC7 News @ 5p M-F	5p-530p		:30				NM	4	\$8,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1111--				4	\$2,050.00				
N 19	WLS	10/24/16	10/24/16	ABC7 News @ 5p M-F	5p-530p		:30				NM	1	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$2,375.00				
N 20	WLS	10/18/16	10/21/16	ABC7 News @ 6p M-F	6p-630p		:30				NM	4	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1111--				4	\$3,600.00				
N 21	WLS	10/24/16	10/24/16	ABC7 News @ 6p M-F	6p-630p		:30				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$3,600.00				
N 22	WLS	10/24/16	10/24/16	World News Tonight	530p-6p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$5,000.00				
N 23	WLS	10/18/16	10/18/16	ABC7 News	11a-12p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$400.00				
N 24	WLS	10/24/16	10/24/16	ABC7 News	11a-12p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$700.00				
N 25	WLS	10/19/16	10/21/16	Windy City Live	1p-2p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--111--				3	\$450.00				
N 26	WLS	10/24/16	10/24/16	Windy City Live	1p-2p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$450.00				
N 27	WLS	10/19/16	10/21/16	Wheel 630p-7p M-Sa	630p-7p		:30				NM	2	\$7,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--1-1--				2	\$3,610.00				

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	JERRY LONG HD76/HR	2199
<u>Advertiser</u>		<u>Original Date / Revision</u>
Elect Jerry Long		10/17/16 / 10/19/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 28	WLS	10/24/16	10/24/16	Wheel of Fortune	626p-656p		:30				NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$3,800.00				
N 29	WLS	10/19/16	10/21/16	ABC7 News @ 10p M-F/Su	M-F 10-1035P / Su		:30				NM	2	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--1-1--				2	\$2,975.00				
N 30	WLS	10/24/16	10/24/16	ABC7 News @ 10p M-F/Su	M-F 10-1035P / Su		:30				NM	1	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$2,975.00				
N 31	WLS	10/18/16	10/21/16	Jeopardy	330p-4p		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-11-1--				3	\$1,000.00				
N 32	WLS	10/24/16	10/24/16	Jeopardy	330p-4p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	1-----				1	\$1,000.00				
N 33	WLS	10/20/16	10/20/16	ABC7 News @ 4p M-F	4p-5p		:30				NM	1	\$1,710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$1,710.00				
N 34	WLS	10/23/16	10/23/16	ABC7 News Su 5a	5a-6a		:30				NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$290.00				
<b>Totals</b>								0.00				54	\$91,825.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	54	\$91,825.00	(\$13,773.75)	\$78,051.25
<b>Totals</b>	54	\$91,825.00	(\$13,773.75)	\$78,051.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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